

# How to Succeed With Volunteers-In-Parks

60-Minute Module Series

## RECRUITMENT

### Training Guide

#### TRANSPARENCIES

**National Park Service  
Volunteers-In-Parks Program**



## **Guide to Transparencies**

- T-1:** Definition: Volunteer Recruitment
- T-2:** Learning Objectives
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# **Definition:**

## **Volunteer Recruitment**

A process to attract and invite people to consider volunteer involvement within your park.

# Learning Objectives

- Describe successful recruitment, including outcomes
- Design an effective recruitment strategy
- Design an effective recruitment message
- Describe characteristics of effective recruiters

# **Key Concepts**

## **Concept 1**

For recruitment to be successful, the needs of both the organization and the volunteer must be met.

## **Concept 2**

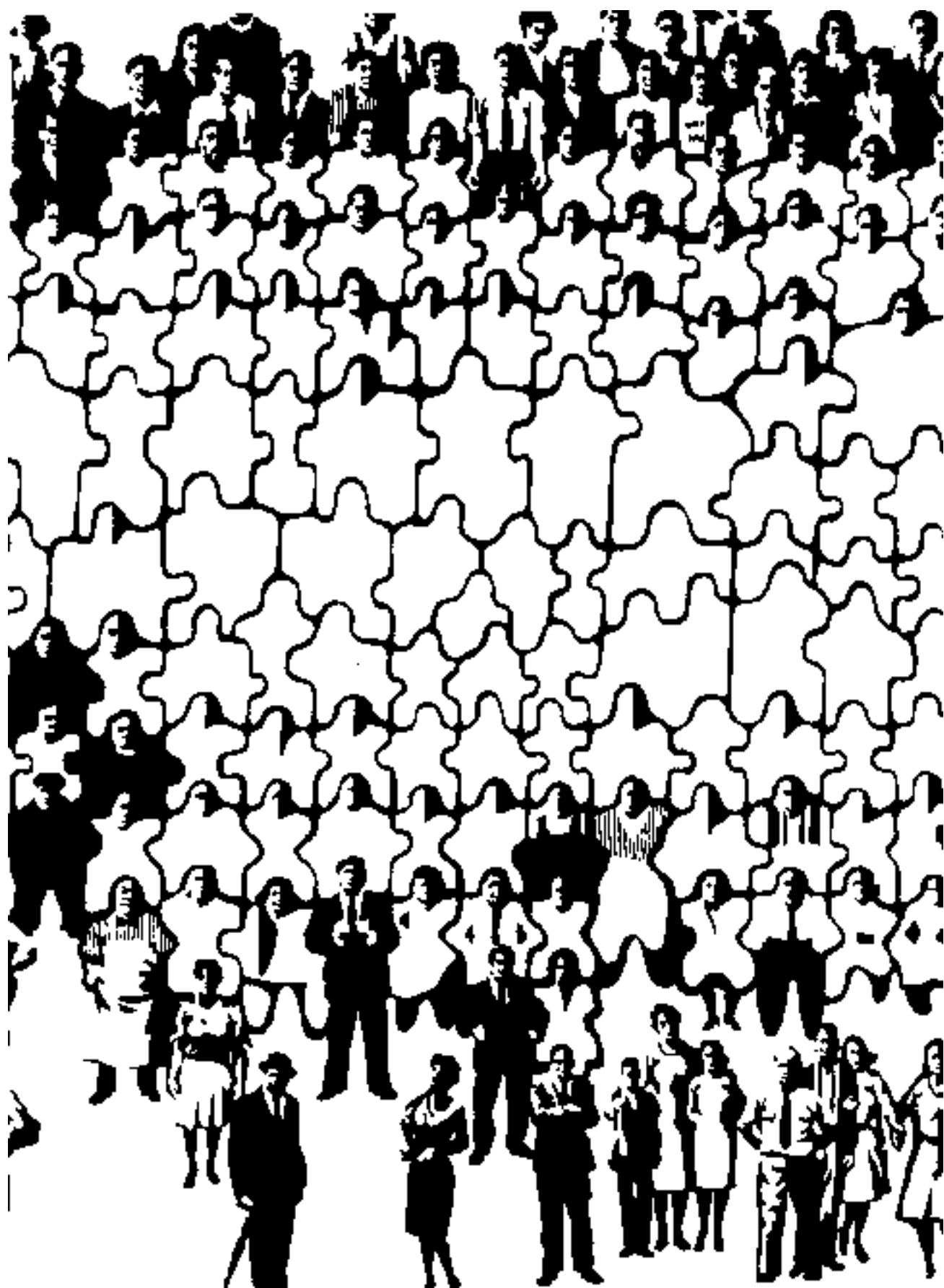
Appropriate targeting is key.

## **Concept 3**

The recruitment message must, minimally, describe the need, how volunteers can help, and the benefits.

## **Concept 4**

Use the most effective people possible to recruit volunteers.



# **Recruitment Techniques to Avoid**

- Bait and switch
- “There’s nothing to it...”
- “We’re desperate, anyone will do.”
- Cast your nets and see who swims in
- “You’re a landscape architect?  
We could use one of you!”
- “We have lots of needs . . . Help! ”
- “I’m tired of doing it . . . Anyone  
else want to do it?”

# **Why Do People Volunteer?**



# **Targeted Recruitment**

Finding just the  
right volunteer  
to do the job

# **Essential Elements to Include in a Recruitment Message**

- The statement of need  
(need of the resource, not the agency!)
- How the volunteer can help
- Benefits to the volunteer

# **Recruitment Message: Statement of Need**

In terms of the park:

- *The Maintenance Division needs people to cut up logs and brush ...*

In terms of the resource:

- *The recent winter storms have seriously impacted trails in our backcountry wilderness area...*

# **Best Volunteer Recruiters**

## **Volunteers who are:**

- Satisfied
- Enthusiastic
- Articulate
- Connected with the person or group being recruited